WHAT IS CLAIMED IS:

1. A method of reducing odor in a process, the method comprising production of a first stream of material which contains odorous molecules and contacting a second stream of material with the first stream under conditions such that odorous molecules are transferred from the first stream to the second stream, and subsequently dispersing the second stream to the atmosphere, wherein either (a) cyclodextrin is contacted with the first stream prior to contact of the first stream with the second stream, or (b) cyclodextrin is contacted with the second stream prior to dispersing of the second stream into the atmosphere, whereby odor in the second stream is reduced relative to odor in the second stream resulting from a method lacking steps (a) and/or (b).
2. A method of reducing volatile organic compound emissions from a process, the method comprising production of a first stream of material which contains volatile organic compounds and contacting a second stream of material with the first stream under conditions such that volatile organic compounds are transferred from the first stream to the second stream, and subsequently dispersing the second stream to the atmosphere, wherein either (a) cyclodextrin is contacted with the first stream prior to contact of the first stream with the second stream, or (b) cyclodextrin is contacted with the second stream prior to dispersing of the second stream into the atmosphere, whereby the level of volatile organic compounds in the second stream is reduced relative to the level of volatile organic compounds in the second stream resulting from a method lacking steps (a) and/or (b).
3. The method according to Claim 1 wherein each of the first stream and the second stream is either a liquid stream or a gaseous stream.
4. The method according to Claim 1 wherein the first stream is a liquid stream and the second stream is a gaseous stream.
5. The method according to Claim 4 wherein the liquid stream is an aqueous solution, aqueous dispersion or aqueous suspension.
6. The method according to Claim 4 wherein the liquid stream is waste process water.
7. The method according to Claim 4 wherein the liquid stream is brought into contact with the gaseous stream under turbulent conditions in which the gaseous stream is at least partially mixed with the liquid stream.
8. The method according to Claim 4 wherein the gaseous stream is passed through the liquid stream and subsequently dispersed into the atmosphere.
9. The method according to Claim 4 wherein the cyclodextrin is contacted with the gaseous stream.

10. The method according to Claim 9 wherein the cyclodextrin is contacted with the gaseous stream prior to contact of the gaseous stream with the liquid stream.

11. The method according to Claim 9 wherein the cyclodextrin is contacted with the gaseous stream after contact of the gaseous stream with the liquid stream.

12. The method according to Claim 1 wherein the process is an industrial process in which the first stream is waste process water that is cooled by the second stream, wherein the second stream is airstreams in a cooling tower.

13. The method according to Claim 1 wherein the cyclodextrin is selected from the group consisting of beta-cyclodextrin, alpha-cyclodextrin, gamma-cyclodextrin, derivatives of said cyclodextrins, and mixtures thereof.

14. The method according to Claim 13 wherein the cyclodextrin is a cyclodextrin derivative selected from the group consisting of methyl substituted cyclodextrins, ethyl substituted cyclodextrins, hydroxyalkyl substituted cyclodextrins, cyclodextrin glycerol ethers; branched cyclodextrins, cationic cyclodextrins, quaternary ammonium cyclodextrins, anionic cyclodextrins, amphoteric cyclodextrins, cyclodextrins wherein at least one glucopyranose unit has a 3-6-anhydro-cyclomalto structure, and mixtures thereof

15. The method according to Claim 14 wherein the cyclodextrin derivative is selected from the group consisting of hydroxypropyl beta-cyclodextrin, methylated beta-cyclodextrin, hydroxypropyl alpha-cyclodextrin, methylated alpha-cyclodextrin, and mixtures thereof.

16. The method according to Claim 1 wherein the cyclodextrin is used in the form of an aqueous solution.

17. The method according to Claim 16 wherein the aqueous solution of cyclodextrin is contacted with the first stream or second stream in the form of a spray.

18. The method according to Claim 16 wherein the concentration of the cyclodextrin in the aqueous solution is from about 0.001% to about 20%, preferably from about 0.005% to about 5%, more preferably from about 0.01% to 1%, even more preferably from about 0.01% to about 0.3%, in particular from about 0.02% to about 0.1%, by weight of the solution.

19. The method according to Claim 1 wherein the cyclodextrin is in monomeric form.

20. The method according to Claim 1 wherein the cyclodextrin is used in the form of an aqueous solution which additionally contains perfume in an amount of from about 0.0002% to about 1%, by weight of the solution.

21. The method according to Claim 1 wherein the cyclodextrin is used in the form of an aqueous solution which additionally comprises a cyclodextrin-compatible adjunct odor control agent selected from the group consisting of: soluble metallic salts; low molecular

weight polyols; antibacterial actives; and mixtures thereof; and present at a level from about 0.001% to about 0.5%, by weight of the solution.

22. The method according to Claim 1 wherein the cyclodextrin is used in the form of an aqueous solution which additionally comprises a cyclodextrin-compatible ingredient selected from the group consisting of surfactants, algaecides, antimicrobial preservatives, chelating agents, enzymes, enzyme inhibitors, and mixtures thereof.